Empathy Map

Experience Economy

Name:

Job Tilte:

Background:

Thinking & Feeling

Beliefs, Desires & Motivations

Hearing & Seeing

Influences, Environments, Friends & Co-Workers

Saying & Doing

Behaviour, Actions, Attitude & Appearance

Pains

Obsticals, Frustrations & Fears

Gains

Needs, Goals, Asspirations & Measures of Success

Student:

Date:

Digital Product Design